

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Attorney Paul Franz on 10/21/2011.

**In claims:** please replace current amendment with amendment below:

1. (Currently Amended) A method for providing search results to a user, comprising:

receiving in a search engine a search query from a client device, the search query including one or more query terms;

generating in the search engine two or more search results in response to the search query, each search result of the search results including:

a corresponding search result document link to a top of a corresponding search result document; and

a corresponding active snippet link to a portion of the corresponding search result document, the corresponding active snippet link including a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the corresponding active snippet link including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device;

wherein:

the instruction includes an intra-document link for the query-relevant snippet, the intra-document link pointing to the portion of the

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corresponding search result document from which the query-relevant snippet is extracted; and

the intra-document link includes an artificial anchor undefined in the corresponding search result document and includes a preassigned artificial anchor designator as one of a prefix and a suffix, the preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial; and

providing from the search engine the two or more search results to the client device in response to the search query.

2 – 60. (Canceled)

61. (Currently Amended) The method of claim 1, wherein:  
~~the instruction of the corresponding active snippet link includes an artificial anchor referencing the portion of the corresponding search result document containing the query-relevant snippet, and~~

the corresponding search result document link does not include an artificial anchor referencing any particular portion of the corresponding search result document.

62. (Previously Presented) The method of claim 1, wherein at least one of the search results further comprises a second corresponding active snippet link to a separate portion of the corresponding search result document containing a second query-relevant snippet.

63. (Previously Presented) The method of claim 1, wherein:  
the query-relevant snippet further comprises one or more of the query terms, and

the instruction is configured to navigate directly to the portion of the corresponding search result document when the one or more query terms are selected by the user from the display of the query-relevant snippet.

64. ~~(Canceled) The method of claim 1, wherein each instruction includes an intra-document link for the query-relevant snippet, each intra-document link pointing to the portion of the query-relevant snippet within the corresponding search result document.~~

65. ~~(Canceled) The method of claim 64, wherein each intra-document link includes an artificial anchor undefined in the corresponding search result document.~~

66. ~~(Canceled) The method of claim 65, wherein each artificial anchor includes a preassigned artificial anchor designator designating the anchor as artificial.~~

67. ~~(Canceled) The method of claim 66, wherein each artificial anchor includes the preassigned artificial anchor designator as one of a prefix and a suffix and wherein the preassigned artificial anchor designator includes a preassigned set of text characters.~~

68. (Currently Amended) The method of claim ~~[[64]]~~1, further comprising:

determining whether each corresponding search result document link references an anchor defined in each corresponding search result document;  
and

stripping ~~[[the]]~~ reference to the anchor from the corresponding search result document link if the corresponding search result document link references the anchor.

69. (Currently Amended) The method of claim 1, wherein the providing the two or more search results to the client device in response to the query includes providing a search result page, ~~and wherein the instructions are at least one of a hidden tag and an attribute on a tag in the search result page.~~

70. (Previously presented) The method of claim 1, wherein:  
each of the search results generated by the search engine comprise a plurality of active snippet links, each of the active snippet links including a query-relevant snippet extracted from the corresponding search result document by the search engine, and each of the active snippet links including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device.

71. (Currently Amended) A system comprising:  
one or more computers including a processor; and  
a non-transitory computer-readable medium coupled to the one or more computers having instructions stored thereon which, when executed by the one or more computers, cause the one or more computers to perform operations comprising:  
receiving in a search engine a search query from a client device, the search query including one or more query terms;  
generating in the search engine two or more search results in response to the search query, each search result of the search results including:  
a corresponding search result document link to a top of a corresponding search result document, and  
a corresponding active snippet link to a portion of the corresponding search result document, the corresponding active snippet link

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including a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the corresponding active snippet link including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device;

wherein:

the instruction includes an intra-document link for the query-relevant snippet, the intra-document link pointing to the portion of the corresponding search result document from which the query-relevant snippet is extracted; and

the intra-document link includes an artificial anchor undefined in the corresponding search result document and includes a preassigned artificial anchor designator as one of a prefix and a suffix, the preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial; and

providing from the search engine the two or more search results to the client device in response to the search query.

72. (Currently Amended) The system of claim 71, wherein:

~~the instruction of the corresponding active snippet link includes an artificial anchor referencing the portion of the corresponding search result document containing the query-relevant snippet, and~~

the corresponding search result document link does not include an artificial anchor referencing any particular portion of the corresponding search result document.

73. (Previously Presented) The system of claim 71, wherein at least one of the search results further comprises a second corresponding active

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snippet link to a separate portion of the corresponding search result document containing the query-relevant snippet.

74. (Previously Presented) The system of claim 71, wherein:  
the query-relevant snippet further comprises one or more of the query terms, and  
the instruction is configured to navigate directly to the portion of the corresponding search result document when the one or more query terms are selected by the user from the display of the query-relevant snippet.

75. (Canceled) ~~The system of claim 71, wherein each instruction includes an intra-document link for the query-relevant snippet, each intra-document link pointing to the portion of the query-relevant snippet within the corresponding search result document.~~

76. (Canceled) ~~The system of claim 75, wherein each intra-document link includes an artificial anchor undefined in the corresponding search result document.~~

77. (Canceled) ~~The system of claim 76, wherein each artificial anchor includes a preassigned artificial anchor designator designating the anchor as artificial.~~

78. (Canceled) ~~The system of claim 77, wherein each artificial anchor includes the preassigned artificial anchor designator as one of a prefix and a suffix and wherein the preassigned artificial anchor designator includes a preassigned set of text characters.~~

79. (Currently Amended) The system of claim ~~[[75]]~~ 71, wherein the operations further comprise:

determining whether each corresponding search result document link references an anchor defined in each corresponding search result document;  
and

stripping the reference to the anchor from the corresponding search result document link if the corresponding search result document link references the anchor.

80. (Currently Amended) The system of claim 71, wherein the providing the ~~the~~ two or more search results to the client device in response to the query includes providing a search result page, ~~and wherein the instructions are at least one of a hidden tag and an attribute on a tag in the search result page.~~

81. (Previously Presented) The system of claim 71, wherein:  
each of the search results generated by the search engine comprise a plurality of active snippet links, each of the active snippet links including a query-relevant snippet extracted from the corresponding search result document by the search engine, and each of the active snippet links including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device.

82. (Currently Amended) A non-transitory computer-readable storage medium encoded with a computer program, the program comprising instructions that when executed by data processing apparatus cause the data processing apparatus to perform operations comprising:

receiving in a search engine a search query from a client device, the search query including one or more query terms;

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generating in the search engine two or more search results in response to the search query, each search result of the search results including:

a corresponding search result document link to a top of a corresponding search result document, and

a corresponding active snippet link to a portion of the corresponding search result document, the corresponding active snippet link including a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the corresponding active snippet link including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device;

wherein:

the instruction includes an intra-document link for the query-relevant snippet, the intra-document link pointing to the portion of the corresponding search result document from which the query-relevant snippet is extracted; and

the intra-document link includes an artificial anchor undefined in the corresponding search result document and includes a preassigned artificial anchor designator as one of a prefix and a suffix, the preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial; and

providing from the search engine the two or more search results to the client device in response to the search query.

83. (Currently Amended) The [[computer storage]] medium of claim 82, wherein:



~~the instruction of the corresponding active snippet link includes an artificial anchor referencing the portion of the corresponding search result document containing the query-relevant snippet, and~~

the corresponding search result document link does not include an artificial anchor referencing any particular portion of the corresponding search result document.

84. (Currently amended) The [[computer storage]] medium of claim 82, wherein at least one of the search results further comprises a second corresponding active snippet link to a separate portion of the corresponding search result document containing the query-relevant snippet.

85. (Currently amended) The [[computer storage]] medium of claim 82, wherein:

the query-relevant snippet further comprises one or more of the query terms, and

the instruction is configured to navigate directly to the portion of the corresponding search result document when the one or more query terms are selected by the user from the display of the query-relevant snippet.

86. (Canceled) ~~The computer storage medium of claim 82, wherein each instruction includes an intra-document link for the query-relevant snippet, each intra-document link pointing to the portion of the query-relevant snippet within the corresponding search result document.~~

87. (Canceled) ~~The computer storage medium of claim 86, wherein each intra-document link includes an artificial anchor undefined in the corresponding search result document.~~

88. (Canceled) ~~The computer storage medium of claim 87, wherein each artificial anchor includes a preassigned artificial anchor designator designating the anchor as artificial.~~

89. (Canceled) ~~The computer storage medium of claim 88, wherein each artificial anchor includes the preassigned artificial anchor designator as one of a prefix and a suffix and wherein the preassigned artificial anchor designator includes a preassigned set of text characters.~~

90. (Currently Amended) The [[computer storage]] medium of claim [[86]] 81, further comprising:

determining whether each corresponding search result document link references an anchor defined in each corresponding search result document;  
and

stripping the reference to the anchor from the corresponding search result document link if the corresponding search result document link references the anchor.

91. (Currently amended) The [[computer storage]] medium of claim 82, wherein the providing the two or more search results to the client device in response to the query includes providing a search result page, and wherein the instructions are at least one of a hidden tag and an attribute on a tag in the search result page.

92. (Currently amended) The [[computer storage]] medium of claim 82, wherein:

each of the search results generated by the search engine comprise a plurality of active snippet links, each of the active snippet links including a query-relevant snippet extracted from the corresponding search result document by the search engine, and each of the active snippet links including an instruction that

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causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device.

93. (Currently Amended) A method for providing search results to a user, comprising:

receiving in a search engine a search query from a client device, the search query including [[one or more]] query terms;

generating in the search engine two or more search results in response to the search query, each search result of the search results including:

a hyperlink to a corresponding search result document, wherein the selection of the hyperlink when the search result is displayed on the client device causes the client device to navigate to the top of the corresponding search result document;

a corresponding active snippet link to a portion of the corresponding search result document, the active snippet link containing a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the active snippet link being the hyperlink and an artificial anchor appended to the hyperlink that references the portion for the search result document, the artificial anchor being undefined in the search result document, and wherein the selection of the active snippet link when the search result is displayed on a client device causes the client device to navigate directly to the portion of the corresponding search result document;

wherein:

the snippet link includes instruction, the instruction includes an intra-document link for a query-relevant snippet, the intra-document link pointing to the portion of the corresponding search result document from which the query-relevant snippet is extracted;

the artificial anchor includes a preassigned artificial anchor designator as one of a prefix and a suffix, the preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial; and

providing from the search engine the search results to the client device in response to the search query.

94. (Canceled) ~~The method of claim 93, wherein each artificial anchor includes a preassigned artificial anchor designator designating the anchor as artificial.~~

95. (Canceled) ~~The method of claim 94, wherein each artificial anchor includes the preassigned artificial anchor designator as one of a prefix and a suffix and wherein the preassigned artificial anchor designator includes a preassigned set of text characters.~~

96. (Canceled)

***Allowable Subject Matter***

Claims 1, 61-63, 68-74, 79-85, 90-93 are allowed.

The prior art of record, alone or in combination, does not teach or fairly suggest the combination of steps as recited in independent claims 1, 71, 82, wherein:

generating in the search engine two or more search results in response to the search query, each of the search results including:

a corresponding search result document link to a top of a corresponding search result document, and

a corresponding active snippet link to a portion of the corresponding search result document, the corresponding active snippet link including a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the corresponding active snippet link including an instruction that causes the client device to navigate directly to the portion of the corresponding search result document from which the query-relevant snippet is extracted when the corresponding active snippet link is selected by a user from the display of the query-relevant snippet of the search result on the client device;

wherein:

the instruction includes an intra-document link for the query-relevant snippet, the intra-document link pointing to the portion of the corresponding search result document from which the query-relevant snippet is extracted; and

the intra-document link includes an artificial anchor undefined in the corresponding search result document and includes a preassigned artificial anchor designator as one of a prefix and a suffix, the

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preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial.

The prior art of record, alone or in combination, does not teach or fairly suggest the combination of steps as recited in independent claim 93, wherein:

generating in the search engine two or more search results in response to the search query, each search result of the search results including:

- a hyperlink to a corresponding search result document, wherein the selection of the hyperlink when the search result is displayed on the client device causes the client device to navigate to the top of the corresponding search result document;

- a corresponding active snippet link to a portion of the corresponding search result document, the active snippet link containing a query-relevant snippet, the query-relevant snippet being text extracted from the portion of the corresponding search result document by the search engine, the active snippet link being the hyperlink and an artificial anchor appended to the hyperlink that references the portion for the search result document, the artificial anchor being undefined in the search result document, and wherein the selection of the active snippet link when the search result is displayed on a client device causes the client device to navigate directly to the portion of the corresponding search result document;

- wherein:

- the snippet link includes instruction, the instruction includes an intra-document link for a query-relevant snippet, the intra-document link pointing to the portion of the corresponding search result document from which the query-relevant snippet is extracted;

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the artificial anchor includes a preassigned artificial anchor designator as one of a prefix and a suffix, the preassigned artificial anchor designator including a preassigned set of one or more text characters and designating the artificial anchor as artificial.

### **Contact Information**

Any inquiry concerning this communication or earlier communications from the examiner should be directed to CAM-Y TRUONG whose telephone number is (571)272-4042. The examiner can normally be reached on Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tony Mahmoudi can be reached on (571) 272-4078. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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/CAM-Y TRUONG/  
Primary Examiner, Art Unit 2169